

KUMU SECTOR SIGNAL SCAN · 2026

VANCOUVER LEGAL SECTOR

50 Vancouver Law Firms, Benchmarked

Fasken ranks 3 of 50 on Structural Presence — the main firm at the centre of this scan

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What's inside this scan.

A sector-wide structural presence scan across Vancouver's legal market, with Fasken as the anchor firm throughout.

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Fasken's own score, rank, and the evidence behind it — carried forward from the full Kumu Benchmark.

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The Structural Presence Score, and how it differs from the full Kumu Brand & Signal Benchmark.

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All 50 firms, ranked, across National/Major, Regional, and Boutique tiers.

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The spread across tiers, notable findings, and the Full Benchmark upsell path. kumuagency.com · james@kumuagency.com · Vancouver, BC

Sector average: 5.5/10 — Fasken sits 3th.

50 Vancouver law firms were scanned for Structural Presence — a lighter, proxy-level read on digital findability (site quality, IR-equivalent professionalism, news cadence, third-party recognition). This is not the full Kumu Brand & Signal Benchmark; see Methodology for what that distinction means.

- National/Major firms average 6.7/10 on Structural Presence; Boutique firms average 4.5/10 — the same size-correlated spread found in every Kumu sector scan.
- Fasken ranks 3 of 50 (7.3/10), tied with Osler, Hoskin & Harcourt — ahead of Lawson Lundell, BLG, and McCarthy Tétrault, behind only Blakes, Dentons, and Norton Rose Fulbright.
- Blakes (7.5) leads the full set — the most complete Page Identity implementation of any firm scanned, per the earlier full Kumu Benchmark run for Fasken.
- McCarthy Tétrault's known defect carries forward here: its homepage title tag reads simply "Home" — a Page Identity gap independent of firm size or reputation.
- 32 of 50 firms score below 6.0 — concentrated almost entirely in the Boutique tier, where a professional but unremarkable web presence is the norm.

SECTION 01

Where Fasken Sits.

Fasken is the anchor firm for this scan — here's its exact position and the evidence behind it.

3 of 50 — ahead of three of its four named peers.

Fasken's 7.3/10 Structural Presence score carries forward directly from the full Kumu Brand & Signal Benchmark run earlier this year (Brand Integrity Index 6.9, Signal Strength Index 7.6, averaged). That benchmark's evidence still applies here.

STRENGTH

Signal Strength Index of 7.6 — 1st of 5 named peers, driven by Chambers, Legal 500, and Best Lawyers third-party validation.

GAP

The Vancouver office meta description is truncated mid-sentence — the single most fixable defect found in the original benchmark.

CONTEXT

Fasken now ranks 3rd of 50 across the full Vancouver market, not just its 5-firm peer set — a much stronger relative position than the earlier deck alone showed.

SECTION 02

Methodology.

A lighter proxy scan across 50 firms — deliberately distinct from the full Kumu Brand & Signal Benchmark run for a single client.

What this scan is — and isn't.

This is a proxy-level, sector-wide read, not the full Kumu Method Evidence Standard. Fasken's score is the one exception — it's carried forward from real, evidence-backed benchmark results.

WHAT'S SCORED

Observable structural signals: site quality and professionalism, practice-area clarity, news/insights cadence, and visible third-party validation (Chambers, Legal 500, Best Lawyers rankings, notable affiliations).

WHAT'S NOT SCORED

This is not the 15-dimension Brand Integrity Review + Signal Architecture Review for all 50 firms. No per-dimension Evidence Standard citations beyond Fasken. No AI Answer Eligibility journeys. No Transformation Roadmap.

WHY THE DISTINCTION MATTERS

The Kumu Method's canonical naming (Brand Integrity Index, Signal Strength Index) is reserved for benchmarks that meet its full Evidence Standard. Calling this scan by those names would overstate its rigor.

What each score range means in this scan.

Firm size and reach drive the baseline — National/Major firms average 6.7, Regional 5.8, Boutique 4.5.

A	7.0–8.5	Market-Leading	Sophisticated, nationally-recognized digital presence. Blakes, Dentons, and Fasken sit here.
B	5.5–6.9	Established	Clear professionalism and practice-area clarity, but not yet distinctive. Most Regional firms land here.
C	4.5–5.4	Developing	Functional but generic; site reads as a directory listing rather than a differentiated brand.
D	3.5–4.4	Thin	Minimal marketing infrastructure — common for boutique and chambers-style practices.
F	< 3.5	Critical Gaps	No firm in this 50-firm set scored below 3.5.

SECTION 03

The Leaderboard.

All 50 Vancouver law firms, ranked within their own tier — National/Major, Regional, and Boutique.

National & Major Firms.

12 firms · tier average 6.7/10 · Fasken highlighted.

Rank	Firm	Note	Score
1	Blake, Cassels & Graydon LLP	TSX-listed public co. counsel	7.5
2	Dentons Canada LLP	World's largest firm by lawyer count	7.4
3	Fasken	Vancouver Canucks' official law firm	7.3
4	Norton Rose Fulbright Canada LLP	Global network, 50+ countries	7.2
5	DLA Piper (Canada) LLP	Global brand, strong digital baseline	7.1
6	Borden Ladner Gervais LLP (BLG)	Canada's largest full-service firm	6.8
7	Lawson Lundell LLP	Western Canada business law leader	6.6
8	McCarthy Tétrault LLP	Homepage title tag reads "Home"	6.4
9	Farris LLP	Longest continuously operating BC firm	6.1
10	Alexander Holburn Beaudin + Lang LLP	Insurance & litigation focus	6.0
11	Harper Grey LLP	Mid-size full-service Vancouver firm	5.9
12	Clark Wilson LLP	Business law & real estate focus	5.8

Regional & Full-Service Firms.

18 firms • tier average 5.8/10.

Rank	Firm	Note	Score
1	Osler, Hoskin & Harcourt LLP	Seven Sisters-tier national firm	7.3
2	Stikeman Elliott LLP	Seven Sisters-tier national firm	7.0
3	Gowling WLG (Canada) LLP	International network via UK merger	6.9
4	Bennett Jones LLP	Energy & natural resources focus	6.7
5	Miller Thomson LLP	National firm, 10+ Canadian offices	6.5
6	McMillan LLP	National business law firm	6.3
7	Cassels Brock & Blackwell LLP	Capital markets & M&A focus	6.2
8	MLT Aikins LLP	Prairie & Western Canada network	6.0
9	Roper Greyell LLP	Labour & employment boutique	5.4
10	Singleton Urquhart Reynolds Vogel LLP	Construction & insurance focus	5.3
11	Harris & Company LLP	Labour & employment focus	5.3
12	Boughton Law Corporation	Business law, mid-size	5.2
13	DWF Canada / Whitelaw Twining	Recent international merger	5.1
14	Watson Goepel LLP	Litigation & business law	5.1
15	Richards Buell Sutton LLP	Full-service mid-size firm	5.0
16	LK Law (Lindsay Kenney LLP)	Full-service mid-size firm	4.9
17	Koffman Kalef LLP	Business law boutique	4.8
18	Kornfeld LLP	Insolvency & restructuring focus	4.5

Boutique Firms, Part 1.

20 firms total · tier average 4.5/10.

Rank	Firm	Note	Score
1	Smart & Biggar LLP	Canada's largest IP firm	5.8
2	Cozen O'Connor LLP	US-based international firm	5.5
3	Thorsteinssons LLP	Tax law boutique, national reach	5.0
4	Crossroads Law	Consumer-facing family law brand	4.9
5	Oyen Wiggs Green & Mutala LLP	IP law boutique	4.7
6	Mathews, Dinsdale & Clark LLP	Labour & employment boutique	4.6
7	Murphy Battista LLP	Personal injury, consumer marketing	4.6
8	Hammerco Lawyers LLP	Personal injury boutique	4.5
9	Nathanson Schachter & Thompson LLP	Litigation boutique	4.4
10	Ratcliff LLP	North Vancouver full-service firm	4.4

Boutique Firms, Part 2.

Continued from Part 1 · tier average 4.5/10.

Rank	Firm	Note	Score
11	EKB (Edwards, Kenny & Bray LLP)	Estates & family law boutique	4.3
12	Guild Yule LLP	Insurance defence boutique	4.3
13	McEwan Partners	Litigation boutique	4.2
14	Branch MacMaster LLP	Class actions boutique	4.2
15	Segev LLP	Technology & IP boutique	4.1
16	Hunter Litigation Chambers	Chambers-style, minimal marketing site	4.0
17	Moore Edgar Lyster LLP	Municipal & labour law boutique	4.0
18	DJA Counsel	Boutique litigation firm	3.9
19	Mogan Daniels Slager LLP	Boutique litigation firm	3.9
20	MEP Business Counsel	Small business law boutique	3.8

SECTION 04

Sector Insights & Next Steps.

The spread across tiers, notable named findings, and what a full Kumu Benchmark would add for any single firm.

Reputation isn't the same as findability.

THE SECTOR SPREAD

Across 50 Vancouver law firms scanned, National/Major firms average 6.7/10 while Boutique firms average 4.5/10 — a gap of over 2.5 points on the same 10-point scale.

Source: Kumu Sector Signal Scan, September 2026

ESTABLISHED FIRMS AREN'T IMMUNE

McCarthy Tétrault — a Seven Sisters-tier national firm — carries a known, specific defect: its homepage title tag reads simply "Home," a Page Identity problem independent of the firm's scale or reputation.

Source: Kumu direct site observation

THIRD-PARTY VALIDATION LIFTS SMALLER FIRMS

Smart & Biggar leads the Boutique tier by a wide margin (5.8) — its scale as Canada's largest IP-specific firm gives it Third-Party Verification most boutiques its size lack.

Source: Kumu Sector Signal Scan estimate

Five things worth a closer look.

01 **Blakes leads the full 50-firm set (7.5).**

The most complete Page Identity implementation found in the original 5-firm benchmark holds up against the wider market too.

02 **Fasken outranks three of its four named peers.**

3rd of 50 overall — ahead of Lawson Lundell, BLG, and McCarthy Tétrault, behind only Blakes, Dentons, and Norton Rose Fulbright (tied with Osler).

03 **Dentons' global scale shows up clearly.**

As the world's largest firm by lawyer count, its digital infrastructure reflects genuine international investment, not just Vancouver-office effort.

04 **Boutique litigation and chambers-style firms cluster lowest.**

Hunter Litigation Chambers, DJA Counsel, and Mogan Daniels Slager all sit below 4.0 — consistent with a referral-based business model that doesn't prioritize a marketing-grade web presence.

05 **MEP Business Counsel is the lowest-scoring firm in the set (3.8).**

A minimal, compliance-only web presence — the kind of gap a same-day metadata and page-identity fix could meaningfully close.

WHAT'S NEXT?

**This scan found where Fasken stands.
The Full Benchmark shows exactly how to move up.**

For Fasken specifically — or any named peer Fasken wants to go deep on — Kumu runs the full Brand & Signal Benchmark: 15 dimensions, Evidence Standard citations, AI Answer Eligibility journeys, and a prioritized Transformation Roadmap. This sector scan is the map; the Full Benchmark is the route.

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Read this before using the scores externally.

THIS IS A PROXY SCAN

Scores are tier-baseline estimates adjusted for observed signals (network scale, practice focus, third-party recognition) — not live-fetched, per-dimension Evidence Standard scoring for all 50 firms.

FIVE FIRMS ARE FULLY EVIDENCE-BACKED

Fasken, Lawson Lundell, BLG, Blakes, and McCarthy Tétrault carry forward real, cited findings from the full Kumu Benchmark. The other 45 use defensible tier-typical estimates.

CONFIRM BEFORE PUBLISHING

Per Kumu's standard practice, get permission before publishing any named firm's score publicly — this applies to all 50 firms named here, not just Fasken.